

511 Umbrella Marketing and Partnership Proposal FY 10/11

September 2010

Overview

The 511 Umbrella Marketing budget is used for miscellaneous marketing and partnership projects and efforts that provide the greatest impact outside of any specific campaigns outlined in the 511 task orders. For FY 10/11, we propose using the Umbrella Marketing budget to maintain and enhance 511's already established marketing presence through smaller scale efforts that reinforce the brand and its presence in the Bay Area, as well as through two unique contests that engage the 511 community and generate new content for 511.org in creative ways.

We recommend allocating a portion of the FY10/11 Umbrella funds to traditional projects such as re-posting 511 street banners, as well as updating and re-printing additional 511 brochures as necessary. Additionally, some funds from this year's budget will be used to produce 511 branded promotional give away items, and develop MTC services cross-promotion guidelines, followed by an audit and development of recommendations for MTC cross-promotion opportunities. Finally, we recommend using remaining funds to run two contests: a 511 Developers Contest and a 511 Video Contest, both aimed at engaging the community in a new way that is intended to also produce new content at a low cost for 511.org.

This proposal identifies successful projects that are embarked on annually, as well as recommended efforts that we believe are worth pursuing this fiscal year.

Planned Activities:

Monthly Marketing Calendar

- Provide MTC with Marketing Calendar each month to include all MTC marketing and advertising activities.

Fees estimate = \$2,000

Total Monthly Marketing Calendar estimate = \$2,000

Street Banners

- Coordination and hard costs for permits and installation of banners in San Francisco and Oakland (majority of Berkeley and all Hacienda Park banners will remain posted). We will handle any necessary maintenance of all banners through miscellaneous umbrella projects line item.

Installation estimate (including permits) = \$12,000

Fees estimate = \$6,000

Total Street Banners estimate = \$18,000

Brochures

- Make necessary updates to brochures.
- Get production estimates and coordinate printing of brochures.
- Printing of General, Traffic and Transit Brochures.

Printing estimate for General, Traffic and Transit brochures= \$7,000

Fees estimate = \$4,000

Total Brochures estimate = \$11,000

Promotional Give Away Items

- Research giveaway options, get production estimates and coordinate production
- Design 511 branding for items and prepare for production
- Produce both lower and higher priced 511 branded promotional giveaway items

Production estimate for items = \$6,000

Fees estimate = \$2,500

Total Promotional Give Away Items estimate = \$8,500

Cross-Promotion Guidelines, Audit and Recommendations

- Development of MTC cross-promotion/CTA guidelines.
- Perform audit of MTC assets for cross-promotion opportunities.
- Development of MTC services cross-promotion recommendations.

Fees for cross-promotion guidelines estimate = \$1,800

Fees for audit and recommendations estimate = \$5,700

Total Cross-Promotion Guidelines, Audit and Recommendations estimate = \$7,500

Miscellaneous Umbrella and Partnership Projects

- Miscellaneous projects typically come out of the umbrella budget, so we want to build in allowance for such projects.
- This budget will also cover development of FY 10/11 Umbrella plan including brainstorming ideas for most effective use of budget, and research into various options.
- Completion of Brand Guidelines will also fall under this budget.
- Any miscellaneous Street Banner costs or updates will also fall under this budget.

Miscellaneous projects estimate = \$15,500

Total Miscellaneous Umbrella and Partnership Projects estimate= \$15,500

Subtotal Planned Activities: \$62,500

Recommended Activities:

511 Video Contest

- Coordinate and host contest to encourage users to develop 511 videos to help engage users and personalize 511.
- Contest will have three categories with prizes.
- We will coordinate details and promote contest as well as coordinate to post chosen videos on 511.org where applicable.

Contest prize estimate = \$1,500

Fees estimate= \$11,000

Total 511 Video Contest estimate = \$12,500

511 Developers Contest

- Coordinate and host contest to encourage developers to build 511 apps and tools.
- Contest will have three categories and a fairly large cash prize will be awarded to the winner of each category.
- We will coordinate details and promote contest, as well as help get judges to choose winners.

Prize money estimate = \$15,000 (\$5,000 each for three categories)

Fees estimate =\$10,000

Total 511 Developers Contest estimate = \$25,000

Subtotal Recommended Activities: \$37,500

Total Umbrella Marketing and Partnership Plan: \$100,000